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Public Comments on Implementation of the Commercial Advertisement Loudness Mitigation Act:=====

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Finally, a regulation that will most certainly influence my daily life for the better! While this regulation may be criticized as trivial, I think that with the large population of television watchers in the US, the general population should be grateful that the legislature is addressing an issue that has been annoying television watchers for decades. Loud commercials are not only annoying, but I think that they can even be detrimental to the products being advertised. My family and I always put the television on mute and stop watching the ads because the volume is so drastically different than the corresponding programming. It seems to me that this regulation would benefit not only the television watcher/consumer/market audience by relieving an annoyance, but would also benefit advertisers

because people will be more likely to 'stay tuned' during the commercials and be exposed to the products being advertised.